



Hasfarm Young Plants ventures into young plant production for Asian growers.

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DALAT, Vietnam: Young plant producer Dalat Hasfarm from Vietnam and young plant distributor Greenex from Denmark have been working together since 2004 and are now ready to take their cooperation to the next level by setting up a new young plant business for commercial growers in Asia.

Dalat Hasfarm has been producing young plants since 1994. More recently, though, the company has ventured into young plant production and distribution for other Asian growers. Sales and marketing in the new venture, called Hasfarm Young Plants, will be led by Torben Pedersen of Greenex, with Greenex acting formally as exclusive agent for the company in all Asian territories. Greenex' business outside Asia, in Europe and North America, is not affected.

The venture brings together Dalat Hasfarm's young plant production operations in Dalat, Vietnam, and in Kunming, China. Hasfarm Young Plants in China operates a state-of-the-art tissue culture laboratory and a cuttings production business in a joint venture with Hilverda Kooij. In terms of climate, facilities and logistics, the company is well-positioned to supply markets in both North and Southeast Asia.

Greenex is bringing to the venture its existing client relationships in China, Japan, South Korea, Taiwan and South East Asia. This business focuses on the propagation of pot plant varieties. Dalat Hasfarm also has a substantial Chrysanthemum cutting business in Asia. Greenex is working with a range of well-known and professional breeders, who are very supportive of the new venture, to bring their varieties across to the new company. Hasfarm Young Plants is focused on creating value for its customers by supplying the best quality and genetics, while developing the royalty income for its breeders in Asia.

IP owners are offered a secure and effective way to build their business, working in partnership with a company with excellent production facilities in the region and deep experience of building a business in what often remains a challenging market for breeders.